NEW YORK, SUNDAY, MAY 28, 1922.

## PECULATIVE BUILDER IS EAGER TO GET INTO ACTION AGAIN

ig Absent From Field Because of certain Market Conditions---Now Alert for Opportunities---Doing 0 Per Cent. of Work at Broadway-Flushing, Where an Intensive Construction Boom Is On

of the noteworthy features of the ction wave now sweeping the is the inconspicuousness of the tive builder, the may who puts the rows of houses and sells them ally or in groups as opportunity. The latter's willingness to reach obscurity is all the more notice-cause of the fact that much of fivity is in the suburban field had always been considered his articular playground.

The were to search about for the of this phenomenon all sorts of ations would present themselves order of their importance. For ations would present themselves order of their importance. For example, where houses are rapidly springing up, the speculative builder is said to be responsible for a least half the activity and the individual home builder for the other half, reports indicate that in addition to the many homes already under way in this



At Broadway - Flushing, in Queens, the speculative builder and the individual home constructor are competing for first honors in the upbuilding of the de-velopment. The character of their handiwork is reflected in the accompanying pictures. The sketches, or perspectives, are of houses soon to be built at a cost of from \$6,500 to \$6,800 each.
They were designed by
Harold P. Zoller. The
photographs show houses recently completed. Their designs and floor plans will be duplicated in some of the many new buildings planned or already under



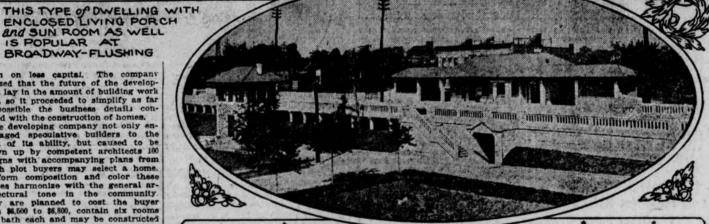
ANOTHER VARIATION of the DUTCH COLONIAL

benent to the owners but to all ultimate residents as well, as evidenced by the buoyant activities now prevalent at Broadway-Flushing.

But this section cannot well be considered alone; it must logically be thought of as a part of aristocratic old Flushing, which it adjoins to the east. The influence of old Flushing, with its high type of schools, churches, civic and social organizations and country clubs, is very definitely being feit at Broadway-Flushing, which is deporting itself in a manner most fitting to a deliveries to Broadway.

HOOD OVER THE

THIS EYE FILLING COTTAGE IS TO BE DONE IN



# Ready to Widen Madison

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